

Contract / Revision **19096** Flight Dates **05/22/10-05/28/10**

Original Date / Revision 05/20/10 / 05/21/10

Advertiser **RICK SCOTT FOR GOVERNOR** Product

RICK SCOTT FOR FLA

Agency **MULTI MEDIA**

Agency Com 15%

Buying Contact

Billing Contact

**915 KING STREET
2ND FLOOR
ALEXANDRIA, VA 22314**
**915 KING STREET
2ND FLOOR
ALEXANDRIA, VA 22314**

Primary Account Executive
Andy Hauck

Sales Office DC

Sales Region National

Account Executive Order%
Andy Hauck 100%

Agency Ref

Order Sep 00:15:00

Estimate #

Alt. Order # **09175310**

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POLITICAICIA

Product Codes PL1

Priority P-1

Advertiser Ref

Order Share 4% Market Value 345000

Competing Station	% of Order	Amount
WCLF	%	0
WEDU	%	0
WFLA	29%	100050
WFTS	%	0
WFTT	%	0
WHTR	%	0
WMOR	%	0
WTOG	5%	17250
WTSP	20%	69000
WTTA	%	0
WTVT	42%	144900
WUSF	%	0
WVEA	%	0
WXPX	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
May 2010	48	\$11,730.00	\$13,800.00	0.00	04/26/10	05/28/10	48	\$11,730.00	\$13,800.00
Totals	48	\$11,730.00	\$13,800.00	0.00					

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	7	05/24/10	05/28/10	ABC 7 News at Sunrise CM ABC 7 News at Sunris	6-7a		MTWTF--	:30	5	\$125.00	P-7	0.00 NM	5	\$625.00
NEWS SUNRISE 6A														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		05/24/10	05/30/10	MTWTF--					5	\$125.00		0.00		
E 2	7	05/24/10	05/28/10	M-F GMA CM Good Morning America	7-9a		MTWTF--	:30	5	\$200.00	P-8	0.00 NM	5	\$1,000.00
GMA														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		05/24/10	05/30/10	MTWTF--					5	\$200.00		0.00		
E 3	7	05/24/10	05/28/10	ABC 7 News at Noon CM ABC 7 News at Noon	12-1p		MTWTF--	:30	5	\$150.00	P-6	0.00 NM	5	\$750.00
NEWS NOON														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		05/24/10	05/30/10	MTWTF--					5	\$150.00		0.00		
E 4	7	05/24/10	05/28/10		CM	5-530p	MTWTF--	:30	5	\$250.00	P-6	0.00 NM	5	\$1,250.00

Contract / Revision 19096 Flight Dates 05/22/10-05/28/10

Hiatus Dates

Original Date / Revision 05/20/10/ 05/21/10

Order Sep 00:15:00

Advertiser **RICK SCOTT FOR GOVERN** Product **RICK SCOTT FOR FLA**

Estimate #

														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
				ABC 7 News at 5p												
NEWS 5P																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		05/24/10	05/30/10	MTWTF--			5			\$250.00		0.00				
E 5	7	05/24/10	05/28/10	ABC 7 News at 530p	CM	530-6p	MTWTF--	:30	5	\$300.00	P-6	0.00	NM	5	\$1,500.00	
				ABC 7 News at 530p												
NEWS 530P																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		05/24/10	05/30/10	MTWTF--			5			\$300.00		0.00				
E 6	7	05/24/10	05/28/10	M-F 6-7p News Rototor	CM	6-7p	MTWTF--	:30	5	\$550.00	P-6	0.00	NM	5	\$2,750.00	
				M-F 6-7p												
NEWS AT 6P/WORLD NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		05/24/10	05/30/10	MTWTF--			5			\$550.00		0.00				
E 7	7	05/24/10	05/28/10	Wheel of Fortune	CM	7-730p	MTWTF--	:30	5	\$300.00	P-6	0.00	NM	5	\$1,500.00	
				Wheel of Fortune												
WHEEL OF FORTUNE																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		05/24/10	05/30/10	MTWTF--			5			\$300.00		0.00				
E 8	7	05/24/10	05/28/10	Jeopardy	CM	730-8p	MTWTF--	:30	5	\$300.00	P-6	0.00	NM	5	\$1,500.00	
				Jeopardy												
JEOPARDY																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		05/24/10	05/30/10	MTWTF--			5			\$300.00		0.00				
E 9	7	05/24/10	05/28/10	M-Sun ABC 7 News at 10a	CM	M-F 11-1135p / Sa	MTWTF--	:30	4	\$500.00	P-6	0.00	NM	4	\$2,000.00	
				M-Sun ABC 7 News at												
NEWS AT 11P																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		05/24/10	05/30/10	MTWTF--			4			\$500.00		0.00				
E 10	7	05/22/10	05/23/10	Sat/Sun ABC 7 News at 11p	CM	11-1130p	-----SS	:30	1	\$500.00	P-6	0.00	NM	1	\$500.00	
				Sat/Sun ABC 7 News a												
NEWS AT 11P																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		05/17/10	05/23/10	-----SS			1			\$500.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>			<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	7	05/17/10-05/23/10		Sat/Sun ABC 7 News at 11p	11-1130p			-----SaSu	:30	(\$500.00)	0.00	NM				
See MG 10.2																
[News airs @ 1130p due to Lost Finale]																
2	7	05/23/10-05/23/10		M-Sun ABC7 News at 1130p	1130p-1205a			-----Su	:30	\$500.00	0.00	NM				
Ⓜ MG for 10.1 05/23																
E 11	7	05/22/10	05/22/10	Sat 7-8p Rotator	CM	7-8p	-----S-	:30	1	\$125.00	P-6	0.00	NM	1	\$125.00	
				Sat 7-8p Rotator												
WHEEL/JEOPARDY																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		05/17/10	05/23/10	-----S-			1			\$125.00		0.00				
E 12	7	05/22/10	05/23/10	Sat/Sun GMA	CM	8-9a	-----SS	:30	2	\$150.00	P-6	0.00	NM	2	\$300.00	
				Sat/Sun GMA												
GMA WKND																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		05/17/10	05/23/10	-----SS			2			\$150.00		0.00				
Totals														48	\$13,800.00	